

What is claimed is :

1. An insulating label stock, comprising a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m<sup>2</sup>.K/W) which is laminated to a face material, wherein the label stock is at least 0.0075 inch (0.0190 cm.) thick.
2. The insulating label stock of claim 1, wherein the face material comprises at least one of film, paper or fabric.
3. The insulating label stock of claim 1, wherein the thermal insulating layer comprises a fiberfill batt.
4. The insulating label stock as in claim 1, further including a coating on the face material, wherein the coating is printable.
5. The insulating label stock of claim 1, wherein the label stock is sealed at its edges.
6. The insulating label stock of claim 2, wherein the film is made of a thermoplastic material comprising polyester, polyethylene or polypropylene.
7. The insulating label stock of claim 1, wherein the face material is modified on the surface facing away from the thermal insulating layer to facilitate printing thereon.
8. The insulating label stock of claim 1, wherein the face material is modified on the surface facing away from the thermal insulating layer to facilitate bonding to another surface with an adhesive.
9. The insulating label stock of claim 1, wherein the thermal insulating layer comprises an organic thermoplastic fiber based material comprising polyester, polyethylene or polypropylene.

5-2-22  
of traverse

10. The insulating label stock of claim 1, wherein the thermal insulating layer comprises foam.

11. An insulating label stock having a thickness of at least 0.0075 inch (0.0190 cm.), comprising a thermal insulating layer which is laminated to at least one sheet of a coextruded film which comprises a first layer and a second layer, wherein the first layer and the second layer are made of different materials, and the second layer has a lower melting temperature than the material of the first layer, so that when the face material is heated, the second layer softens and adheres to the thermal insulating layer when pressure is applied.

12. A container/insulating label stock system, comprising a container wrapped with an insulating label stock so as to cover a significant portion of the surface area of the container, wherein the label stock comprises a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m<sup>2</sup>.K/W) which is laminated to a face material, wherein the label stock is at least 0.0075 inch (0.0190 cm.) thick.

13. The container/insulating label stock system of claim 12, wherein the container is a can or bottle suitable for safe storage and consumption of beverages and foods.

14. A method for making an insulating label stock, wherein a sheet of a thermal insulating layer and at least one sheet of face material are fed into a heated calendar roll nip which causes the surface of the thermal insulating layer and the surface of the face material to adhere to each other, followed by cutting to desired widths with a hot knife which seals

the thermal in  
method of cla  
r is a fiber  
ets of face  
which causes  
and the face  
method of cla  
between the f  
r.  
method of cla  
r is a card

5

10

~~A3~~ A3